

Event Category STATE FAIR MUSIC '95

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<u>Event Name</u>	<u>market</u>	<u>attendance</u>	<u>Audience</u>	<u>Sponsorship</u>
OHIO STATE FAIR	Columbus, OH	900,000	General market Concert	\$85,000 (Sponsorship)
MONTANA FAIR/ METRA PARK	Billings, MO	237,480	General market Concert	\$75,000 (Sponsorship)
Colorado State Fair	Pueblo, CO	1,054,040	General market/ Hispanic Concert	\$75,000 (Talent) \$7,500 (Production)
LA County Fair	Pomona CA	1,200,000	General market/ Hispanic Concerts	\$165,000 (Talent) \$65,000 (Production)
STATE Fair of OKLAHOMA	OKLAHOMA City, OK	1,200,000	General market Concert	\$50,000 (Talent) \$7,500 (Production)
VIRGINIA STATE Fair	Richmond, VA	500,000	General market Concert	\$75,000 (Talent) \$7,500 (Production)

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Total Events

6,779,193

Alzheimers
Stage 1
Pharm, 02 938,073

Stage 1

South Carolina
Columbia, SC

Event Name
Market
Atlanta
750,000

General
Market
Amount

Baltimore

\$ 95,000 (Sponsor)

Sponsor

General Market /
Miscellaneous
\$ 90,000 (Total)
\$ 7,500 (Product)

\$ 805,000

STATE FAIR MUSIC '95

STATE FAIRS CONTINUE TO DRAW LARGE AUDIENCES across the United States. They are the Signature Event for many Cities and are still presented by states agencies. IN MANY CASES STATE FAIRS ARE A REVENUE CONTRIBUTOR for small cities.

THE FORMAT IN WHICH WE ATTAIN OUR SPONSORSHIP PARTICIPATION IS EITHER THROUGH DIRECT DOLLAR CONTRIBUTION towards the title position of A Concert or providing TOP: ADULT ENTERTAINMENT. Both formats ENTITLE MAJORBOS the rights and permission to HOST A DAY of music at their Grand STANDS or IN DOOR ARENA.

THIS opportunity gives the Grand ^a Leadership Role against a field of other Corporate Sponsors. Each concert is presented either free with Fair Admission or A \$3.00 to \$5.00 dollar fee. THE AVERAGE concert ticket at any given fair is always between \$18.00 to \$23.00 Dollars. Here is where MAJORBOS positions A Value Statement to Fair Music FANS.

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The Rights and permission also include
Venue Locations for members to execute
our name generation and ppt sales effort.
These from to date have yield a total
attendance ~~of~~ Reach of 6, 779, 593 and
Against this Reach we have generated a
total of 80,769 names and movement of
993,600 units.

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